

State WIC Outreach 2017:

What have I been doing?

- Assumed the role in August
- Attended conferences to gain exposure
 - Best Beginnings—August 25, 2016
 - MPHA, Billings—September 28, 2016
 - PECH meeting—October 25, 2016
- Reaching out to “partner” programs for outreach opportunities, partnerships, and ideas for new campaign
- Providing WIC materials to display at various conference/meeting attendances
- Solicit feedback and buy-in from partners (PECH open discussion)
- Brainstorming new ideas for 2017 campaign—originality and effectiveness
- Tracking the whole office’s outreach involvement (tracking spreadsheet)
- Developing new materials, Re-branding campaign
- Researching other states: North Carolina, Florida!
- Last year’s campaign results

Development of the state outreach plan:

- RFP, Grant? Funding....
- EBT involvement
- Gear 2017 campaign to complement and target Alaine’s Epi findings

Planned activities for the year:

- CACFP Partnership
- ECSB Partnership
- SNAP/TANF Meeting/Partnership
- Breastfeeding Collaborative
- Carroll College presentation
- NWA Philadelphia (thought provoking, education)
- Goal to increase face to face exposure with potential partnership organization and events
- Solicit ideas for monthly outreach
- Any suggestions? Ideas?